

Best Foot Forward in 2021

We started our journey with Traceable rugs in 2019 with the ambition to become a fully transparent and responsible brand with a circular approach in all parts of our business. Our work with Traceable rugs was a defining step in this direction – All footprints in the making of our traceable rugs are certified. This means that each rug has a tracking number that tells us who, how and where the carpet is made. It is only through traceability that one can work in a socially and environmentally responsible way.

We have stepped into 2021 with a confidence and conviction that we have a sustainable business model where traceability is the first step and from here we can investigate further. The next step is to compile more data and conduct impact calculations numerically. Our Impact Calculator today takes into consideration the following criteria:

Chhatwal & Jonsson Impact calculator

We use the below calculator framework as a guideline to all our suppliers and partners. The aim is to not work with the negative or neutral impact parameters.

-1	0	+1	+2	+3	+4
Negative	Neutral	Avoid Harm	Benefit Communities	Contribute to Solutions	Systematic Change
Activities which harm or may harm the people or our planet.	No direct involvement in activities that harm people or our planet.	Purposefully avoid involvement in activities that harm people or our planet.	Activities that benefit people or our planet.	Intentional activities that generate positive and measurable social and environmental impact.	Activities that aim to create systems or institutional change to avoid harm to people or our planet.
	• Outdoor Cushions	• Velvet Cushion Covers • Rugs	• Linen Cushion Covers • Throws • Bed Linen	• Traceable Rugs	

The key criteria that are considered:

1. Choice of raw material – Natural (renewable, recyclable, ethically sourced).
2. Method of production – small scale traditional methods.
3. Usage of chemicals and water.
4. Working conditions, salaries and community development.

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